Listing of Claims:

1. (Currently amended) A method executed over a distributed computer network comprising:

scheduling at a server device a network-based media event;

sending a client device a message inviting an attendee to attend the network-based media event; and

transferring to the client device program code that includes information relating to the media event, the program code configured to cause a<u>n Internet</u> browser <u>application</u> at the client device to be automatically launched for presentation of the media event based on the information relating to the media event<u>, wherein the program code automatically launches the Internet browser application when the Internet browser application is not already running on the client device</u>;

wherein the media event includes a data stream broadcast produced by the server device, the data stream broadcast includes at least one of data encoded during production of the data stream broadcast and data previously encoded, the data stream broadcast includes a data channel for instructing a portion of the media event.

2. (Previously presented) The method of claim 1 wherein scheduling the media event includes defining a broadcast time, a broadcast date, and a broadcast type for the media event.

3. (Previously presented) The method of claim 1 wherein scheduling the media event includes defining one or more options for the media event.

4. (Previously presented) The method of claim 3 wherein the options are chosen from a group consisting of an interactive poll, and a slideshow presentation.

5. (Previously presented) The method of claim 1 wherein scheduling the media event includes uploading a slideshow presentation.

6. (Previously presented) The method of claim 5 wherein scheduling the media event further includes converting one or more slides of the slideshow presentation into a standard image file format.

7. (Previously presented) The method of claim 1 wherein scheduling the media event includes configuring the interactive poll.

8. (Previously presented) The method of claim 1 wherein scheduling the media event includes specifying one or more attendees.

9. (Original) The method of claim 1 further comprising: registering an attendee for the network-based media event.

10. (Previously presented) The method of claim 9 wherein registering an attendee includes assigning a password to the attendee.

11. (Previously presented) The method of claim 9 wherein registering an attendee includes collecting information from the attendee.

12. (Previously presented) The method of claim 1 wherein the program code comprises a password to automate login to the media event.

13. (Original) The method of claim 1 further comprising: reminding an attendee to attend the network-based media event.

14. (Original) The method of claim 1 further comprising: executing the network-based media event.

15-16. (Canceled).

17. (Previously presented) The method of claim 14 wherein executing the media event includes establishing a connection between the client device and the server device.

18. (Currently amended) The method of claim 17 wherein executing the media event further includes accessing, with the <u>Internet</u> browser <u>application</u> at the client device, the data stream broadcast by the server device.

19. (Previously presented) The method of claim 18 wherein the data stream is an encoded data stream and executing the media event further includes decoding the encoded data stream.

20. (Previously presented) The method of claim 14 wherein executing the media event includes establishing a connection between a host device and the server device.

21. (Previously presented) The method of claim 14 wherein executing the media event includes broadcasting the data stream from the server device to one or more client devices.

22. (Original) The method of claim 21 wherein executing the media event further includes embedding a file representative of a slideshow slide into the data stream.

23. (Original) The method of claim 21 wherein executing the media event further includes embedding a file representative of an opinion poll into the data stream.

24. (Previously presented) The method of claim 23 wherein executing the media event further includes transmitting, from the client device to the server device, poll data representative of an attendee response to the opinion poll.

25. (Previously presented) The method of claim 24 wherein executing the media event further includes storing the poll data on the server device.

26. (Original) The method of claim 21 wherein executing the media event further includes encoding the data stream prior to broadcasting the data stream.

27. (Currently amended) A computer program product residing on a computer readable medium having a plurality of instructions stored thereon which, when executed by a processor, cause that processor to:

schedule a network-based media event;

invite one or more attendees at one or more client devices to attend the network-based media event;

transfer to the one or more client devices, program code that includes information relating to the media event, the program code configured to cause respective Internet browser applications at the one or more client devices to be automatically launched for presentation of the media event based on the information relating to the media event, wherein the program code automatically launches the respective Internet browser applications on the one or more client devices when the respective Internet browser applications are not already running thereon, and

wherein the media event includes a data stream broadcast produced by the server device, the data stream broadcast includes at least one of data encoded during production of the data stream broadcast and data previously encoded, the data stream broadcast includes a data channel for instructing a portion of the media event.

28. (Previously presented) The computer program product of claim 27 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to define a broadcast time, a broadcast date, and a broadcast type for the media event.

29. (Previously presented) The computer program product of claim 27 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to define one or more options for the media event.

30. (Original) The computer program product of claim 29 wherein the options are chosen from the group consisting of an interactive poll, and a slideshow presentation.

31. (Previously presented) The computer program product of claim 27 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to upload a slideshow presentation.

32. (Previously presented) The computer program product of claim 31 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to convert one or more slides of the slideshow presentation into a standard image file format.

33. (Previously presented) The computer program product of claim 27 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to configure an interactive poll.

34. (Previously presented) The computer program product of claim 27 wherein the instructions that cause the processor to schedule the media event include instructions that cause the processor to specify one or more attendees.

35. (Original) The computer program product of claim 27 further comprising instructions for:
   registering an attendee for the network-based media event.

36. (Previously presented) The computer program product of claim 35 wherein the instructions that cause the processor to register an attendee for the media event include instruction to assign a password to an attendee.

37. (Previously presented) The computer program product of claim 35 wherein the instructions that cause the processor to register an attendee for the media event include instructions to collect information from an attendee.

38. (Previously presented) The computer program product of claim 27 wherein program code comprises a password to automate login to the media event.

39. (Original) The computer program product of claim 27 further comprising instructions for:

reminding an attendee to attend the network-based media event.

40. (Original) The computer program product of claim 27 further comprising instructions for:

executing the network-based media event.

41-42. (Canceled)

43. (Previously presented) The computer program product of claim 40 wherein the instruction that cause the processor to execute the media event include instructions to establish a connection between the one or more client devices and a server device.

44. (Currently amended) The computer program product of claim 43 wherein the instructions that cause the processor to execute the media event include instructions to access, with the respective Internet browser applications at the one or more client devices, the data stream broadcast by the server device.

45. (Previously presented) The computer program product of claim 44 wherein the data stream is an encoded data stream and the instructions that cause the processor to execute the media event include instructions to decode the encoded data stream.

46. (Previously presented) The computer program product of claim 40 wherein the instructions that cause the processor to execute the media event include instructions to establish a connection between a host device and the server device.

47. (Previously presented) The computer program product of claim 40 wherein the instructions that cause the processor to execute the media event include instructions to broadcast the data stream from the server device to the one or more client devices.

48. (Previously presented) The computer program product of claim 47 wherein the instructions that cause the processor to execute the media event include instructions to embed a file representative of a slideshow slide into the data stream.

49. (Previously presented) The computer program product of claim 47 wherein the instructions that cause the processor to execute the media event include instructions to embed a file representative of an opinion poll into the data stream.

50. (Previously presented) The computer program product of claim 49 wherein the instructions that cause the processor to execute the media event include instructions to transmit, from the client device to the server device, poll data representative of an attendee response to the opinion poll.

51. (Previously presented) The computer program product of claim 50 wherein the instructions that cause the processor to execute the media event include instructions to store the poll data on the server device.

52. (Previously presented) The computer program product of claim 47 wherein the instructions for that cause the processor to execute the media event include instructions to encode the data stream prior to broadcasting the data stream.

53. (Previously presented) The method of claim 20 wherein the connection between the host device and the server device is established by an applet.

REMARKS

Filed concurrently with this paper is a Request for Continued Examination and fee pursuant to C.F.R. § 1.114. This paper is being filed in response to the final Office Action mailed on December 9, 2009 (the "Office Action").

STATUS OF THE CLAIMS

Claims 1-14, 17-40, and 43-52 are pending in the Application, of which claims 1 and 27 are in independent form. Claims 15-16 and 41-42 were previously canceled. Claims 1, 18, 27, and 44 are amended herein.

Claims 1-3, 5, 8-14, 17, 18, 20, 21, 26-29, 31, 34-40, 43, 44, 46, 47, 52, and 53 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over U.S. Patent No. 6,487,585 to Yurkovic ("Yurkovic") in view of U.S. Patent No. 6,728,753 to Parasnis et al. ("Parasnis"), and in further view of U.S. Patent Publication No. 2004/0229673 to Malik ("Malik"). These claims also stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over U.S. Patent No. 6,636,888 to Bookspan et al. ("Bookspan"), in view of Parasnis, and in further view of Malik.

Claims 4, 7, 30, and 33 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over Yurkovic, in view of Parasnis, Malik, and in further view of U.S. Patent No. 6,457,045 to Hanson et al. ("Hanson").

Claims 6 and 32 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over Yurkovic in view of Parasnis, Malik, and in further view of U.S. Patent. No. 6,560,637 to Dunlap et al. ("Dunlap").

Claims 23-25 and 49-51 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over Bookspan, in view of Parasnis, Malik, and in further view of Hanson.

The Applicants respectfully request reconsideration of the claims in view of these amendments and remarks. With this response, the Applicants have addressed all of the issues raised in the Office Action. Therefore, the Applicants submit that the Application is in condition for allowance and respectfully request the same.